

The Scoop



MNLA's official, monthly publication. Mailed to approximately **1,500 companies**, including landscape contractors and designers, garden centers, nursery and greenhouse growers, irrigation contractors and lawn/garden/tree professionals. This is an excellent way to **target your ad dollars** directly to your customers.

BONUS ISSUES:

JANUARY – Available at the Northern Green Expo

FEBRUARY – Double circulation

SEPTEMBER – Double circulation

DECEMBER – Northern Green Expo Promo and Year-End Wrap-Up

2012 BLACK & WHITE RATES

MNLA Business Members receive a 5% discount on rates.
5% discount for full payment with order.

	1 Time	6 Times	12 Times
Back Cover	\$999	\$899	\$809
Inside Front	\$750	\$650	\$585
Center Spread	\$1089	\$979	\$889
Opposite Inside Front	\$750	\$650	\$585
Full Page	\$560	\$505	\$450
1/2 Page	\$400	\$360	\$320
1/3 Page	\$325	\$295	\$265
1/4 Page	\$275	\$250	\$220
Full Color Upgrade	\$549	\$479	\$429
Spot Color Upgrade	\$159	\$139	\$129
Assigned Location	\$90	\$85	\$69
Scoop Online Sponsor	\$500	\$450	\$405
Hotlink from ad in Scoop Online	\$79	\$50	\$29
Envelope Insert (When available)	\$660	\$660	
Classified	\$3 per word/\$30 min.		



4 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

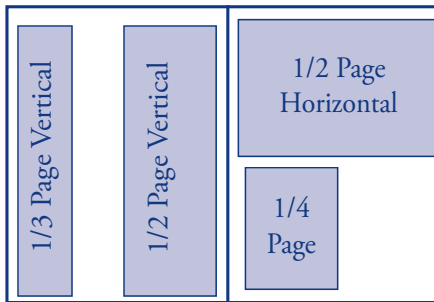
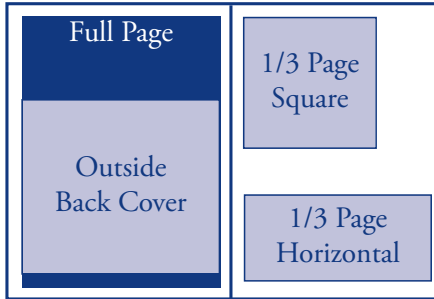
Your MNLA Marketing Contact: Betsy Pierre
763-295-5420 • betsy@pierreproductions.com



The Scoop

SIZES AVAILABLE

Size	Dimensions (width x height)
Full Page	7-1/2" x 10"
<i>Trim size for bleed*</i>	8-1/2" x 11"
Outside Back Cover	7-1/2" x 7-1/2"
<i>Trim size for bleed*</i>	8-1/2" x 8"
Center Spread	16" x 10"
<i>Trim size for bleed*</i>	17" x 11"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/3 Page Horiz.	7-1/2" x 3-3/8"
1/3 Page Vert.	2-1/4" x 10"
1/3 Page Square	4-3/4" x 4-3/4"
1/4 Page	3-1/2" x 5"



*** Bleeds:** Bleeds allowed on four color, full page or cover ads only. Allow no less than 1/4" for bleed; keep live copy no less than 1/2" inside trim size.

Envelope Issues: Mailed in an envelope with other materials in January, February, March, July, September and December (November possible as well).

DEADLINE: 1st of the month prior to the issue (i.e. December 1 for January issue).

Circulation: Approximately 1,500.

Ad creation: \$30 minimum – call for quote.

SCOOP Online

A link to the electronic version of The Scoop is emailed monthly to approximately 1,500. Monthly sponsors get an ad in the announcement email and on the landing page.

"With the addition of the online version, 35 people at our company are now reading The Scoop instead of just one or two."

*– John Mickman,
Mickman Brothers, Inc.*



MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 5

Your MNLA Marketing Contact: Betsy Pierre
763-295-5420 • betsy@pierreprroductions.com



Advertising Insertion Order

Please reserve the following ad placements - (reference current rate card)

Compete and fax to 763-322-5011

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

The Scoop Please check here if a member of MNLA (mbrs receive a 5% discount)*

BW Size/Format: _____ **# of Insertions:** _____ **Base Rate*:** \$ _____ per Insertion

Placement: Run of Pub Back Cover Inside Front Cover Inside Back Cover

Non Cover Placement Request: _____ **Added Fee*:** \$ _____ per Insertion

Color Upgrade: Four Color Spot Color **Added Fee*:** \$ _____ per Insertion

Hotlink ad from Scoop Online: Yes **Added Fee*:** \$ _____ per Insertion

Ad Total*: \$ _____ per Insertion

Issues to run: January 20____ May 20____ September 20____
Ad deadline is the first of every month prior to publication. February 20____ June 20____ October 20____
 March 20____ July 20____ November 20____
 April 20____ August 20____ December 20____

Electronic Advertising Please check here if a member of MNLA (mbrs receive a 5% discount)*

Scoop Online **Base Rate*:** \$ _____ per Insertion

MNLA eNews - # of insertions: 12x 6x 1x **Base Rate*:** \$ _____ per Insertion

MNLA.biz **Base Rate*:** \$ _____ per Insertion

Position: Home Page Other _____ **Added Fee*:** \$ _____ per Insertion

MNLA.biz Ad Total*: \$ _____ per Insertion

Months to run: January 20____ May 20____ September 20____
Ad deadline is the 25th of every month prior to publication. February 20____ June 20____ October 20____
 March 20____ July 20____ November 20____
 April 20____ August 20____ December 20____

Signing below constitutes agreement to the details listed above and to the MNLA General Terms & Conditions.

Advertiser's Signature

Date

Your MNLA Ad Sales Rep: Betsy Pierre, 763-295-5420 / betsy@pierreproductions.com

Payment: A 5% discount is available for your ads if FULL Payment is made with order. You may pay by credit card.

Credit card number (please print legibly): _____

Expiration: ____/____/____

Advertisement Insertion Order Mechanical Requirements

Art Submission: Press quality PDFs preferred with fonts embedded. 85 line minimum; 100 line screen recommended. No screens less than 15%; no lines thinner than 1 point.

Dimensions: Refer to rate card for ad dimensions.

Color: Make sure all images are black, black plus spot color or CMYK, 300 dpi. (Not RGB).

Two Color - Must be color separated as a spot color (not CMYK or RGB) and color specified. All color breaks must be printed out to laser proof.

Four Color - A full-color printout must be provided with all materials.

Ad creation: Ads can be designed from your supplied copy. There is a \$30 minimum fee for ad creation.

Send artwork to: Amy Bjellos – amy@pierreproductions.com / 612-810-7048 Please clearly label your art specific to the publication it is to appear.

General Terms & Conditions

- *It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication(s), the Minnesota Nursery & Landscape Association.*
- *Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*
- *Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.*
- *The advertiser agrees that all submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for poor quality artwork.*
- *The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.*
- *The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *The publisher reserves the right to charge for ad design services.*
- *Artwork will be kept for one year after publication and will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.*